

Lisa Llewellyn

creative director / copywriter

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VP, Creative Director/Strategist/Multicultural

Creative problem-solver with a proven record of excellence in the development of groundbreaking marketing campaigns and high-level messaging.

Award-winning Marketing Leader with a passion for expanding and emphasizing multicultural advertising that motivates diverse audiences. Highly successful creative professional talented in developing provocative messaging that captures attention. Knowledgeable across various industries, ranging from pharmaceutical marketing to CPG to luxury goods. Intuitive copywriter and communicator offering an empathetic, insightful approach to brand messaging.

Career Achievements

- Well-known advertising industry leader and recent Icon Award winner with numerous award-winning marketing campaigns and strategic initiatives spanning 20+ years.
- Advocate for multicultural marketing communication and strategic branding directed to diverse populations, including the development of a topline multicultural terms glossary.
- Won a coveted spot in the Young & Rubicam Copy Training Program, earning selection over 500 Ivy League applicants by submitting an essay instead of a portfolio.
- Developed and named the Colgate “Bright Smiles, Bright Futures” initiative to support 1 billion children for 20+ years.
- Published author of the article “Empathy is The New Black,” available through PM360online and the March 2021 magazine at pm360online.com/empathy-is-the-new-black/.

Core Competencies

Strategic Concept Generation
Multicultural Messaging
Business & Article Writing

Thought Leadership
Creative Brief Development
Cross-Functional Collaboration

New Business Presentations
Brand Identity Workshopping
Team Leadership

Professional Experience

VP: CREATIVE AND MULTICULTURAL CONTENT STRATEGY - Evoke

April 2021–Present

Collaborated with industry experts to build strategic communication and branding that supports the mission to make “Health More Human” leveraging critical insights, educating patients, and inspiring those in the greatest need.

- Facilitated 2023 creative planning by prioritizing plans based on objectives and available resources, differentiating through provocative insights, and developing inspiring briefs to address unmet needs and motivate action.
- Elevated Evoke as a strategic partner and multicultural advisor by integrating cross-functional team efforts, developing a workplace culture that encourages innovation, and emphasizing employee engagement to enhance agency and client buy-in.
 - Was instrumental in the creation of cultural competency strategies to educate clients and HCPs on the importance of multicultural marketing.
 - Developed high-level activation programs for HCPs and patients in the CAR-T and ATTR-CM treatment space.

CREATIVE DIRECTOR - Emcay

April 2015–April 2021

Acted as creative copy lead for online and video projects directed toward multicultural audiences. Contributed to website and product launch projects focusing on African American Strategy, African American Female and Russian Language Ashkenazi Jewish Target Audiences, Hispanic Creative Development, and General Market for numerous clients, including Amgen, Leo Pharma, Novo Nordisk, Novartis, Sanofi-Genzyme

CREATIVE DIRECTOR ▪ Silvermango LLC

August 2004–March 2015

Founded a creative consultancy specializing in brainstorming and creative development across luxury goods, automotive, and pharma industries, offering detailed marketing plans and creative campaigns.

VP: GROUP CREATIVE DIRECTOR ▪ UniWorld Group

August 2004–March 2012

Executed visionary and award-winning marketing campaigns for the longest-standing minority-owned ad agency in the US.

- Managed creative teams responsible for high-profile marketing campaigns and engaging video content, ensuring all project deliverables exceeded expectations.
 - Maintained agency partnerships with Lincoln Mercury and Ford based on top-level advertising ideas and execution.
- ✓ Led the “Inspired by Color” 2011 Ford Fiesta launch to create a 360-degree campaign, including event, TV, radio, print, and web content within a limited \$200K budget.
 - ✓ Won the 2009 Urban Wheel Award for Best Diversity Broadcast for the Lincoln MKS, a 3.5 minute web film “Mad Crazy Love” that premiered during the 2008 BET Awards.
 - ✓ Won a 2008 PhAME Award for the Astra-Zeneca Arimidex “I Am” print and banner campaign.
 - ✓ Wrote two groundbreaking TV commercials for 3Musketeers Mint that contributed to a brand share increase of .3 points.
 - ✓ Created two highly acclaimed television commercials for Lincoln Navigator featuring hip-hop artist Common and wedding dress designer Amsale, culminating in a 360-degree event at the Time Warner Center.
 - ✓ Grew the Gatorade brand from a simple radio assignment to a 360-degree creative opportunity.
 - ✓ Earned the highly coveted Pepsi account without a marketing pitch as a result of outstanding performance and a strong business partnership with a former client who became the CEO of Pepsi North America.

Education**Bachelor of Arts: English** ▪ Amherst College ▪ *cum laude**Senior Thesis Topic: “Patterns of Exuberance: A Survey of the Novels of the Harlem Renaissance***Awards**

- 2021** DTC National Gold Best Multicultural Campaign – KYPROLIS
- 2021** PM360 Trailblazer Silver Award for Best Consumer Website – KYPROLIS
- 2020** DTC Multicultural Website Silver – KYPROLIS
- 2020** Fierce Pharma Finalist Multicultural Campaign – KYPROLIS
- 2020** MM&M Award Silver – KYPROLISV
- 2019** PM 360 Trailblazer Best Consumer Website/Online Initiative Finalist – KYPROLIS
- 2019** PM 360 PHARMA CHOICE Bronze Winner – KYPROLIS
- 2015** Best DTC Campaign Gold Winner DTC Perspectives – GILENYA with Dr. Lisa Masterson
- 2015** Best Digital Campaign Gold Winner DTC Perspectives – GILENYA with Dr. Lisa Masterson
- 2015** PM360 Silver Award for Hispanic TVC – EXFORGE
- 2012** Mixed Media, National Consumer Silver ADDY® Award – FORD Explorer featuring Kevin Hart
- 2009** Urban Wheel Award Best Diversity Broadcast – 2008 LINCOLN MKZ
- 2008** PhAME Award - ARIMIDEX Print
- 2003** David Ogilvy Award – VOLVO

What sets Lisa apart is her unwavering commitment to excellence and her ability to convince clients to embrace her creative POV. She’s actually one of the best presenters I’ve ever seen.

In an industry where staying ahead of the curve is so important, Lisa is not just a creative visionary and a great writer, she’s also a strategic thinker who navigates the complexities of culture with empathy and finesse.

LinkedIn Reference, Sharon Pandolfo Pérez, Multicultural Creative Director @ Fingerpaint